



Insight on New age Parenting Challenges faced by Parents

The Urban couple challenge of Parenting is a well-known topic and is a sensitive discussion to be in. Especially the working couple in cities are busy in fighting to earn their livelihood day in and out, tend to ignore some important aspect of parenthood. The most important part of life i.e. our children for which we all struggle and work hard tend to get ignored sometimes unknowingly.

Parenting challenges become a more important topic because of changing needs and behaviors of our kids due to the ever-evolving environment we all live in. Today's children's needs are different than our needs when we were kids, for the simple reasons they are more Agile, Delicate, intelligent, tech-savvy and demanding because of the kind of exposure they are getting. So handling today's children is a bit of a challenge for parents.

The situation is equally challenging for the parents whether they have toddlers, teens or grown-ups. However, the nature of the challenge is different in each group. The challenges could be related to communicating with kids, hygiene-related issues, eating habits, learning issues, behavioral issues, overall development and so on. Therefore, it requires handling of these **Parenting challenges** to be treated uniquely as per the nature of the problem.

Usually, the routine for working parents is almost the same in cities. The kids are being dropped to play/crèche school while going to office and are picked up in the evening. We all tend to leave it to the school in good faith for what they teach, how they treat our children and what their routine is on the basis of their curriculum commitment. There is hardly any mechanism to monitor and moreover, parents also do not have time to follow and keep a vigilant eye on the activities being performed by their kids in school. These are some of the parenting challenges of today's world.

There is no off-the-shelf solution to the parenting challenges faced by every one of us. We need to introspect our Commercial and Social needs and calculate what is that we are compromising and at what cost. **Parenting challenges** are a well-known factor but at the same time, there are resources available to handle these challenges. There are lots of tips available on good parenting which really helps in handling some of the key issues. We need to research and apply these in our routine in order to ascertain the future of our new generation. The responsibility lies on us and we can only expect a bit of guidance and tips from the available resources and implement them.

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